



RE: Exhibitor's Application  
2014 Governor's Conference on Housing  
and Economic Development

Dear Exhibitor:

On behalf of the NJ Department of Community Affairs, the New Jersey Housing & Mortgage Finance Agency, and the New Jersey Economic Development Authority, the New Jersey Affordable Housing Management Association (JAHMA) Foundation invites your firm to reserve exhibit space at the **2014 Governor's Conference on Housing and Economic Development**. Suppliers of products and services used in the multifamily housing and property management industries should reserve early. The **deadline to reserve space is August 11, 2014**. Meeting the deadline will allow your firm to be represented in the Trade Show listing in the Conference Program Book.

**Date:** Monday, September 22, and Tuesday, September 23, 2014

**Location:** Atlantic City Convention Center, Atlantic City, New Jersey

**NEW FEATURES FOR 2014!** To increase your visibility, we have added the following:

- A scavenger hunt with prize drawings to encourage attendees to visit your booth
- A free photo booth in the Trade Show area for everyone's enjoyment

Each year the Conference attracts an increasing number of public and private sector housing and economic development professionals. You won't want to miss out on the once-a-year opportunity to make new business contacts, meet with your valued customers, and expand your list of potential clients who may include:

- Municipal officials, multi-family housing owners, rental developers, property managers, financial institutions, non-profits, and many more!

The Trade Show is integral to the Conference. It is located in Hall B, central to the conference's activities.

- All meals for Conference participants will be held in Hall A, with easy access through the Trade Show.
- A dessert reception following Monday's luncheon will be held in the Trade Show area.
- Conference attendees will be encouraged to use their "free time" to visit the Trade Show.



**Trade Show Exhibitors are invited to attend the conference luncheon on Monday, September 22, to network with the clients at an additional cost of \$50 per person. Trade Show Exhibitors will be given two free tickets per booth to attend the luncheon on Tuesday, September 23.**

**Exhibit Fees:**

**NEW THIS YEAR! Registration is just \$550.00 for Exhibitors (for each 10'x10' space)  
All registrations must be received by August 11, 2014.**

To reserve exhibit space, please submit the following:

- HMFA's Application for Space and Exhibitor Agreement
- A check payable to the Governor's Conference on Housing and Economic Development

**Remit To:** New Jersey Housing & Mortgage Finance Agency  
Attn: **Carmen Santiago**  
P.O. Box 18550  
637 South Clinton Avenue  
Trenton, NJ 08650-2085

A block of rooms has been reserved for Sunday, September 21st, and Monday, September 22nd, at the Sheraton Atlantic City Convention Center Hotel. For reservations, please call the hotel at 888-627-7212 and mention the "Governor's Conference on Housing and Economic Development" to receive the special discounted rate of \$119 per night. Space is limited. The **deadline to receive the discounted rate is 5:00 p.m. on August 22, 2014**, so please make your reservations early.

We welcome your participation in the **2014 Governor's Conference on Housing and Economic Development**. A confirmation of your exhibit space will be issued upon receipt of your application and payment. If you have any questions, please contact Trade Show Coordinator Carmen Santiago at 609-278-7365 or e-mail at [csantiago@njhmfa.state.nj.us](mailto:csantiago@njhmfa.state.nj.us). Thank you for your continuing interest and support.

Sincerely,

*The JAHMA Foundation*





APPLICATION FOR SPACE

The undersigned hereby makes application for space to exhibit equipment, merchandise, or services at the 2014 Governor’s Conference on Housing and Economic Development to be held at the Atlantic City Convention Center, Atlantic City, NJ, on September 22 & 23. **The deadline for application is August 11, 2014** to ensure that your firm will be listed in the Conference Program Book.

Company Name (As it shall appear on signage): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_ Phone / Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Briefly describe the products or services you will be marketing; **this description will be listed in the program book:**

\_\_\_\_\_

**Will you be purchasing lunch at the rate of \$50.00 per person? Please circle: YES / NO**

If you will be purchasing lunch, please include the names below.

Attendees: (Please type or print name and title and check the appropriate date boxes)

		Lunch: \$50 Per Day	
		Mon. 9/22	Tues. 9/23
(1) _____			Free
(2) _____			Free
(3) _____			
(4) _____			
(5) _____			
(6) _____			
(7) _____			

**NEW FEATURE FOR 2014!** We have added features to increase your visibility which include:

- Scavenger Hunt to encourage attendees to visit your booth.
- A free photo booth in the Trade Show Area

Booth Set-up Dates & Time: To Be Determined			
Booth*	Quantity	Cost	Total Cost
Booth – 10’ x 10’ (Includes 6’ table, skirt, signage & 2 chairs)		\$ 550.00	
Conference Book Ad <i>(Not included in cost of booth rental. Refer to ad specs for cost and ad size)</i>		\$	
		Sub-Total	
Monday Lunch (9/22/14)		\$ 50.00/ person	
Tuesday Lunch (9/23/14)		\$ 50.00/ person	
Electrical			
Electrical needs must be contracted directly with the Show Vendor and Atlantic City Convention Center			
TOTAL AMOUNT ENCLOSED			

Make check payable to Governor’s Conference on Housing and Economic Development and return to:  
New Jersey Housing & Mortgage Finance Agency  
P.O. Box 18550 • 637 South Clinton Avenue • Trenton, New Jersey 08650-2085  
Attn: Ms. Carmen Santiago (609)278-7365

**SPACE IS LIMITED – SEND YOUR CHECK IMMEDIATELY TO RESERVE YOUR SPOT  
FOR ADDITIONAL BOOTH EQUIPMENT CONTACT CARMEN SANTIAGO**

**For hotel reservations contact:** Sheraton Atlantic City Convention Center Hotel (888) 627-7212  
Mention the “Governor’s Conference on Housing and Economic Development” to receive special discounted room rate of \$119.00.

I acknowledge that the New Jersey Housing and Mortgage Finance Agency (HMFA), its contractors, or agents may take photographs of attendees in connection with the Conference, and I hereby agree that HMFA may, at any time and without payment of compensation of any sort, use and publish my photograph in all media (including web sites) and types of advertising and promotion in connection with activities of HMFA.

Written cancellations that are postmarked by September 2, 2014 will be honored. Refunds less a \$150 administrative fee will be returned 6-8 weeks following the conference. Cancellations received after September 2, 2014 will forfeit 100% of the registration fee. Please note that there will be a \$35.00 refunded check fee.



## BOOTH ASSIGNMENT

Booth # \_\_\_\_\_  
(Booth assigned by the Agency)

## 2014 GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT

### EXHIBITOR AGREEMENT

1. The New Jersey Housing & Mortgage Finance Agency (referred to as "Sponsor"), for and in consideration of the sum hereinafter mentioned, hereby agree to permit \_\_\_\_\_ (referred to as "Exhibitor") as identified further on the attached or previously submitted Application for Space ("Application"), use of \_\_\_\_\_ ten foot by ten foot exhibit space(s) at the *2014 Governor's Conference on Housing and Economic Development* (scheduled at the Atlantic City Convention Center, Atlantic City, New Jersey on September 22 & 23, 2014).
2. Exhibitor hereby agrees to pay the rental sum of \$550.00 per each ten-foot by ten-foot exhibit space plus any additional charges per Section 3(b), such sum to be paid to the Sponsor in advance of August 11, 2014. Exhibitors who do not meet the deadline **will not be included in the conference program book Trade Show information.**
3. It is stipulated and agreed between the Sponsor and the Exhibitor as follows:
  - a) Each exhibit space made available to the Exhibitor shall be provided with one six-foot long table (if needed) and two chairs. Electrical needs must be contracted directly with the Show Exhibitor and Atlantic City Convention Center and are not part of this agreement.
  - b) The cost of any damage sustained by the Atlantic City Convention Center or any other party through the fault or negligence of the Exhibitor, its agents, employees, invitees, independent contractors or other persons under the Exhibitor's controls shall be the sole responsibility of the Exhibitor.
  - c) Any garbage accumulating from the Exhibitor's exhibit space(s) must be removed by the Exhibitor at the Exhibitor's sole expense prior to 6:00 p.m.
  - d) Exhibitor exhibit must set up between **1 p.m. and 6 p.m. on Sunday, September 21, 2014**. Dismantling of exhibits may not commence before **1 p.m. on Tuesday, September 23, 2014**.
  - e) Exhibitor shall vacate the exhibit space(s) by **11:00 p.m. on September 23, 2014**, and leave the same in as good a condition as said exhibit space(s) were when received by the Exhibitor. Anything left after 11:00 p.m. may be considered abandoned and disposed of accordingly.
  - f) Exhibitor agrees to abide by the rules and regulations of the Atlantic City Convention Center.
  - g) Exhibitor understands that space in the exhibit area is limited and may be over subscribed, in which case exhibitors who have paid and who cannot be accommodated will be notified prior to the Conference. Furthermore, the Sponsor reserves the right to cancel the Conference or change the venue and/or time. Any remittances from Exhibitors not accommodated will be returned in full, without interest and the Sponsor will be under no further obligations. The Sponsor shall not be responsible for incidental, consequential or other damages.
  - h) The Sponsor, their employees and agents shall not be responsible for loss or damage to any property, or injury to any person of the Exhibitor, its agents, employees, invitees, licensees or guests.
  - i) Exhibitor assumes responsibility and liability for all damage, loss and injury to property and persons arising from the movement or operation of Exhibitor's exhibit, and hereby agrees to indemnify the Sponsor for any loss or liability with regard to the same.
  - j) Liability Insurance on all exhibits is required at the Exhibitor's own expense.
  - k) Any claims against the Sponsor is governed by and subject to the New Jersey Tort Claims Act, N.J.S.A. 59:1-1 et seq., and the New Jersey Contractual Liability Act, N.J.S.A. 59:13-1 et seq., as well as the provisions of this Agreement.
  - l) This Agreement contains the entire understanding of the parties and supersedes any previous agreement with respect to the subject matter contained, whether written or oral. This Agreement may not be modified by the parties except by written amendment.
  - m) No food or beverages of any kind will be permitted to be brought into the Atlantic City Convention Center by the Exhibitor, or any of the Exhibitor's guests or invitees.
  - n) Performance of this agreement is contingent upon the ability of the Sponsor to complete same, and is subject to labor trouble, disputes, strikes or picketing, accidents, government (federal, state or local) requisitions; restrictions upon travel, transportation, food, beverages or supplies; and other causes, whether enumerated herein or not, which are beyond the control of the Atlantic City Convention Center. In no event shall the Sponsor be liable for the loss of profit or other similar or dissimilar collateral or consequential damages, whether based on breach of contract, warranty or otherwise.

In witness whereof:

\_\_\_\_\_  
(Exhibitor Company) By: \_\_\_\_\_ Date: \_\_\_\_\_  
(Exhibitor Signature)

\_\_\_\_\_  
(NJ HMFA) By: \_\_\_\_\_ Date: \_\_\_\_\_  
(NJ HMFA Signature)

Note: An executed copy of the contract will be returned to the Exhibitor and will serve as confirmation of reservation.